

**REFORMING LAW RELATING TO PROTECTION OF ONLINE
CONSUMERS IN SRI LANKA:**

PROSPECTS, CHALLENGES AND THE WAY FORWARD

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ABSTRACT

REFORMING LAW RELATING TO PROTECTION OF ONLINE CONSUMERS IN SRI LANKA: PROSPECTS, CHALLENGES AND THE WAY FORWARD

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The development of e-commerce has a number of changes to the traditional legal formations. It has been given an important effect on the traditional role of the consumer. As a result of that, the present consumer is no longer limited to the offline market. However, consumer has more explorative in online marketplace. Further, these development changes facilitate the sophisticated consumer's lifestyle. However, it is obvious that the online consumers are revealing more liabilities in the online environment other than offline consumers. The online consumers are facing many challenges nowadays, such as, privacy, lack of system security, information disclosure, dispute resolution. Therefore, these problems have been identified in both domestic and international legal framework. The European Union and the United Kingdom are providing more development system for protecting consumer rights in online transactions and contracts. However, the Sri Lankan legislations, such as, the Consumer Affairs Authority Act, the Electronic Transaction Act, the Computer Crime Act and other legislations are not providing specific protection against the violations of consumer rights in the online transactions. Hence, the purpose of this research is to examine the developments in the European Union and the United Kingdom legal frameworks in the light of protection for the online consumer rights. In the circumstances, the finding will be comparison with the Sri Lankan legislative provisions in order to highlight the gaps in consumer law and the information technology law systems. This research is based on the qualitative method as main research methodology. This is mostly carried out as the library based desk research. The primary and secondary data used for identify to give solutions for reforming law with regards to the online consumer protection.

Keywords- Consumer right, Electronic Contracts, European Union, United Kingdom